

Diploma of Advanced Training in Pharmaceutical Sciences

Year concerned : DFASP-2 (5th year pharmacy)

	<input checked="" type="checkbox"/> Specific teaching	<input type="checkbox"/> Coordinated teaching	<input type="checkbox"/> Optional
Teaching Unit title	UE Knowledge of the company (Industry course)		
Subjects Taught	<ul style="list-style-type: none"> • Comptabilité Gestion/ Initiation au marketing/hydrologie 		
Person in Charge	G. Gambarota		
Participating Teachers	Henri Le Cam (Accounting and Management): Chartered Accountant Arnaud BIGOIN GAGNAN (Introduction to marketing)		
Total Duration	Lectures: 35h	Tutorials: 5 h	Practicals: 0 h
Teaching period	1st semester		
Teaching objectives	<p>Acquire and understand the legal, accounting and fiscal environment of a company.</p> <p>Understand the main financial statements as well as their reading and analysis</p> <p>Marketing: This course aims to make students aware of the role played by research and information processing in the marketing process. The course aims to define the main concepts used in marketing and presents the fundamentals of marketing (strategic and operational marketing), mainly the notion of market (supply, demand and environment), the SCP approach and the marketing mix.</p>		
Content of the curriculum	<p>Lectures: Definitions of marketing Origins of marketing Marketing approach Evolution of marketing</p> <p>The market Consumer behavior Marketing studies</p> <p>Market analysis Definition of the MKG strategy (SCP approach) Elaboration of the action plan (Marketing Mix) Control of the actions</p> <p>PRACTICAL WORK: Case study: Sporteus (alicament)</p>		
Objectives	<p>Acquire the vocabulary and prerequisites for financial analysis</p> <p>Understand and master the basic concepts of marketing with concrete examples related to the pharmaceutical sector.</p>		

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Prerequisites	Polycopiés du cours -Armstrong G., Kotler P., Le Nagard-Assayag E., Lardinot T. (2007), Principes de marketing , Pearson Education, 8ème éd. -Dubois P., Jolibert A., (2013) Marketing (Le) , Economica, 5ème édition. -Kotler P., Keller K., Dubois B., Manceau D. (2006), Marketing management , Pearson Education, 12ème éd. -Lendrevie J., Levy J., (2013), Mercator, Dalloz, 10ème éd. -Michon C. (2006), Le marketeur Fondements et nouveautés du marketing , Pearson Education.
Recommended books /E-learning	